GOVERNMENT OF INDIA
MICRO,SMALL AND MEDIUM ENTERPRISES
LOK SABHA

UNSTARRED QUESTION NO:2986
ANSWERED ON:20.03.2017
Promotion of Khadi Products
Gavit Dr. Heena Vijaykumar;Jayavardhan Dr. Jayakumar;Mahadik Shri Dhananjay Bhimrao;Satav Shri Rajeev Shankarrao;Singh Shri Bharatendra

Will the Minister of MICRO,SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) the number of orders bagged by Khadi and Village Industries Commission from Public Sector Undertakings (PSUs) and Government Departments during the last three years, PSU/Department-wise;

(b) whether the Government has taken note that demand for Khadi products is increasing but the growth in production has been lagging and if so, the details thereof and the reasons therefor;

(c) the corrective steps taken by the Government to enhance production of khadi products in the country; and

(d) the other steps taken by the Government to promote khadi and its products in the country?

Answer

MINISTER OF STATE IN THE MINISTRY OF
MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI GIRIRAJ SINGH)

(a): The details of the Rate Contract (RC) and Non-RC items (in value terms) during last three years and details of the number of orders received from Public Sector Undertakings (PSUs) and Government Departments is placed at Annexure-I.

(b): The growth of Khadi production has continuously increased during the last three years which can be seen in the following table. The production and sales figures of Khadi during the last three years are as follows:
(Rs. in crore)
<pre>
Year Production of Khadi % increase Sales of Khadi % increase
2013-14 811.08 - 1081.04 -
2014-15 879.98 8.49 1170.38 8.26
2015-16 1065.60 21.09 1510.00 29.01
</pre>

(c): To enhance the production of Khadi products, the Khadi and Village Industries Institutions have been provided financial assistance under various schemes such as SFURTI, KRDP, Strengthening of Infrastructure of weak Khadi Institutions and Assistance for Marketing Infrastructure, etc.

(d): The steps taken by KVIC to promote Khadi products in the country is given below:

i) Efforts are being made to make khadi products more appealing and competitive in the market by engaging designers of international fame viz Ms. Ritu Beri as "Honorary Consultant".

ii) KVIC has taken the initiative to open premier "Khadi Showrooms" known as Khadi Lounge to make available premier Khadi products including designer products. Khadi products are also available through the KVIC Franchise Outlets. In Jaipur, Mumbai and New Delhi, Khadi Lounge has already been opened.

iii) Efforts have been made to make Khadi products on-line and as a part of this initiative tie up arrangements with M/s. Paytm has been made and launched through Khadi Gramodyog Bhavan, New Delhi.

iv) KVIC has been catering to the need of bulk buyers such as, Defence, Health & Family Welfare, Paramilitary Forces and other Ministries of Central & State Governments under Rate Contract (RC) agreement with Directorate General of Supplies & Disposals (DGS&D) as well as supply of Non Rate Contract (Non-RC) items like Polyvastra bed sheets and pillow covers to Railways, etc.

v) KVIC as a part of its aggressive marketing efforts introduced "Gift Voucher Scheme" for its patrons from Departmental Sales Outlets (DSOs) at Delhi, Kolkata, Mumbai, Goa, Patna, Ernakulam & Bhopal and Visakhapatnam Airport. The 'Gift Voucher Scheme' consists of attractive 'Gift Vouchers' in the denomination of Rs. 500/-, Rs. 1000/- and Rs. 5000/- respectively has been launched.

vi) Special Exhibitions at Ahmedabad, Vadodara & Mehsana (Gujarat), Kakinada & Rajamundry (A.P.), Shivsagar & Nazira (Assam),

KGB Mumbai, KGB Delhi, Panaji, Dehradun (Uttarakhand) and Jaipur (Rajasthan) where employees will purchase Khadi by coupons given by ONGC.

vii) KVIC has signed a Khadi Mark Registration Agreement with Raymond for promoting Khadi fabrics and ready-mades through Raymonds dealers/showrooms/outlets in India and abroad.

viii) Financial assistance is also being provided for the renovation/modernization of Sales Outlets of institutions as well as Departmental Sales Outlets (DSOs) and State KVIBs.

ix) KVIC has applied to register "Khadi" as a word mark and "Khadi India" as a Trade mark in 27 classes for various products among 45 classes listed out in the IPR Act at National Level as well as has filed an online application for registering "Khadi" as a trade mark under International Bureau in European Union and other countries under 16 different class.

x) KVIC has developed an online application system for MDA and the system has been made operational. Institutions are uploading data and filing their MDA claims in the online system and payments are made in DBT form.

xi) Online application submission and processing of Khadi certificate has been developed and implemented from 2.10.2016.

As a result of above initiatives, sales of khadi products have increased as indicated in Table given above in Part(b) answer.